

What is claimed is:

- Sub
a1
- 5
1. A method for directing a consumer to one or more types of coffee from a plurality of options, said method comprising the steps of:

presenting Multiple Self-Characterization Cues to said consumer regarding said consumer's coffee taste preferences, said information collection being provided through the use of a representation at the point of purchase;

10

said representation describing a classification of coffee products from among at least two available classifications, each of which may contain multiple coffee products, wherein each of said available classifications corresponds to a predetermined range of coffee taste preferences; and

15

said Multiple Self-Characterization Cues comprising one Abstract Lifestyle/Personality Cue which is the same object across three or more classifications but varies in shape, thereby allowing the consumer to identify and purchase one or more of said products.

- 20
2. The method according to Claim 1 wherein there are multiple products contained within each available classification.

3. The method of Claim 1 wherein the Self-Characterization Cues comprise additionally at least two self-characterization cues selected from the following:

- 25
- a) at least one Objective Cue providing informative, coffee-related data;
 - b) at least one Abstract Lifestyle/Personality Cue utilizing depictions of physical objects or props that vary among at least two classifications; and
 - c) optionally, one or more Physical Cues, that vary among at least two
- 30
- classifications.

4. The method of Claim 1 wherein the Self-Characterization Cues additionally comprise at least two self-characterization cues selected from the following:
- 5 a) at least two Objective Cues;
- b) optionally, one or more Abstract Lifestyle/Personality Cues that vary among at least two classifications; and
- c) optionally, one or more Physical Cues.
- 10 5. The method of Claim 2 wherein the Self-Characterization Cues additionally comprise a roast scale.
6. The method of Claim 2 wherein the Self-Characterization Cues additionally comprise a coffee guide.
- 15 7. The method of Claim 2 wherein said method additionally comprises at least two Abstract Lifestyle/Personality Cues, at least one of which Non-Coffee Related Abstract Lifestyle/Personality Cue.
- 20 8. The method of Claim 2 wherein said method additionally comprises at least two Abstract Lifestyle/Personality Cues.
9. The method of Claim 2 wherein the Abstract Lifestyle/Personality Cue is a coffee cup or mug that varies across at least two classifications.
- 25 10. The method of Claim 3 wherein the Objective Cues are a roast scale and a coffee chart/guide.

11. The method of Claim 8 wherein at least one Non-Coffee Related Abstract Lifestyle/Personality Cue is used.

5 12. The method of Claim 11 wherein the said Non-Coffee Related Abstract Lifestyle/Personality Cue is a depiction of an Object or Prop representing a clothing accessory.

10 13. The method of Claim 11 wherein the said Non-Coffee Related Abstract Lifestyle/Personality Cue is a depiction of an Object or Prop representing a business accessory.

15 14. The method of Claim 11 wherein the said Non-Coffee Related Abstract Lifestyle/Personality Cue is a depiction of an Object or Prop representing a home decorative item.

15. The method of Claim 1 wherein said representation is fixedly mounted to a shelf display unit.

20 16. The method of Claim 1 wherein said representation comprises a modified slide-rule type device.

17. The method of Claim 1 wherein said representation comprises a printed chart and accompanying instructions for use.

25 18. The method of Claim 1 wherein said representation comprises an interactive computer.

30 19. The method of Claim 1 wherein said representation is on product packaging.

Sub
a2

20. A method for directing a consumer to one or more types of coffee from a plurality of options, said method comprising the steps of:

5

presenting Multiple Self-Characterization Cues to said consumer regarding said consumer's coffee taste preferences, said information collection being provided through the use of a representation at the point of purchase;

10

said representation describing a classification of coffee products from among at least two available classifications, each of which may contain multiple coffee products, wherein each of said available classifications corresponds to a predetermined range of coffee taste preferences; and

15

said Multiple Self-Characterization Cues comprising one Non-Coffee Related Abstract Lifestyle/Personality Cue which a unique object across three or more classifications, thereby allowing the consumer to identify and purchase one or more of said products.

21. The method according to Claim 20 wherein there are multiple products within each available classification.

20

22. The method of Claim 20 wherein the Self-Characterization Cues comprise at least two Self-Characterization Cues selected from the following:

25

- a) at least one Objective Cue providing informative, coffee-related data;
- b) at least one Abstract Lifestyle/Personality Cue utilizing depictions of physical objects or props that vary among at least two classifications; and
- c) optionally, one or more Physical Cues, that vary among at least two classifications.

23. The method of Claim 20 wherein the Self-Characterization Cues additionally comprise at least two self-characterization cues selected from the following:
- a) at least two Objective Cues;
 - 5 b) optionally, one or more Abstract Lifestyle/Personality Cues that vary among at least two classifications; and
 - c) optionally, one or more Physical Cues.
24. The method of Claim 22 wherein the Self-Characterization Cues
10 additionally comprise a roast scale.
25. The method of Claim 22 wherein the Self-Characterization Cues additionally comprise a coffee guide.
- 15 26. The method of Claim 22 wherein said method additionally comprises at least two Abstract Lifestyle/Personality Cues.
27. The method of Claim 22 wherein the Abstract Lifestyle/Personality Cue is a coffee cup or mug that varies across at least two classifications.
20
28. The method of Claim 23 wherein the Objective Cues are a roast scale and a coffee chart/guide.
29. The method of Claim 28 wherein at least one additional Non-Coffee
25 Related Abstract Lifestyle/Personality Cue is used.
30. The method of Claim 29 wherein the said Non-Coffee Related Abstract Lifestyle/Personality Cue is a coffee cup or mug.

31. The method of Claim 20 wherein said representation is fixedly mounted to a shelf display unit.
32. The method of Claim 20 wherein said representation comprises a modified slide-rule type device.
33. The method of Claim 20 wherein said representation comprises a printed chart and accompanying instructions for use.
34. The method of Claim 20 wherein said representation comprises an interactive computer.
35. The method of Claim 20 wherein said representative is on product packaging.
36. A method for directing a consumer to one or more types of coffee from a plurality of options, said method comprising the steps of:
- presenting Multiple Self-Characterization Cues to said consumer regarding said consumer's coffee taste preferences, said information collection being provided through the use of a representation at the point of purchase;
- said representation describing a classification of coffee products from among at least two available classifications, each of which may contain multiple coffee products, wherein each of said available classifications corresponds to a predetermined range of coffee taste preferences; and
- said Multiple Self-Characterization Cues comprising at least two Objective Cues, thereby allowing the consumer to identify and purchase one or more of said products; wherein

37. The method according to Claim 36 wherein there are multiple products contained within each available classification.
- 5 38. The method of Claim 36 wherein the Self-Characterization Cues comprise at least three self-characterization cues selected from the following:
- a) at least two Objective Cues providing informative, coffee-related data;
 - 10 b) at least one Abstract Lifestyle/Personality Cue utilizing depictions of physical objects or props that vary among at least two classifications; and
 - c) optionally, one or more Physical Cues that vary among at least two classifications.
- 15 39. The method of Claim 36 wherein the Self-Characterization Cues comprise in addition to at least two Objective Cues, at least two self-characterization cues selected from the following:
- a) Two or more Abstract Lifestyle/Personality Cues that vary among at least two classifications; and
 - 20 b) optionally, one or more Physical Cues.
40. The method of Claim 38 wherein the Self-Characterization Cues comprise:
- a) a roast scale;
 - b) at least one Non-Coffee Related Abstract Lifestyle/Personality Cue.
- 25 41. The method of Claim 38 wherein the Self-Characterization Cues comprise:
- a) a coffee guide;
 - b) at least one Non-Coffee Related Abstract Lifestyle/Personality Cue.

42. The method of Claim 38 wherein said method comprises at least three Abstract Lifestyle/Personality Cues.
43. The method of Claim 38 wherein one Abstract Lifestyle/Personality Cue is a coffee cup or mug that varies across at least two classifications.
44. The method of Claim 36 wherein the Objective Cues are a roast scale and a coffee chart/guide.
45. The method of Claim 44 wherein at least one Abstract Lifestyle/Personality Cue is used.
46. The method of Claim 45 wherein said Abstract Lifestyle/Personality Cue is a coffee cup or mug.
47. The method of Claim 46 wherein said Abstract Lifestyle/Personality Cue comprises, in addition to the coffee cup or mug, a Non-Coffee Related Abstract Lifestyle/Personality Cue.
48. The method of Claim 36 wherein said representation is fixedly mounted to a shelf display unit.
49. The method of Claim 36 wherein said representation comprises a modified slide-rule type device.
50. The method of Claim 36 wherein said representation comprises a printed chart and accompanying instructions for use.
51. The method of Claim 36 wherein said representation comprises an interactive computer.

52. The method of Claim 36 wherein said representation is on packaging.

53. A method for directing a consumer to one or more types of coffee from a plurality of options, said method comprising the steps of:

presenting two or more Non-Coffee Related Multiple Self-Characterization Cues to said consumer regarding said consumer's coffee taste preferences, said information collection being provided through the use of a representation at the point of purchase;

said representation describing a classification of coffee products from among at least three available classifications, each of which may contain multiple coffee products, wherein each of said available classifications corresponds to a predetermined range of coffee taste preferences, thereby allowing the consumer to identify and purchase one or more of said products.

54. The method according to Claim 53 wherein there are multiple products within each available classification.

55. The method of Claim 53 wherein the Self-Characterization Cues additionally comprise at least two self-characterization cues selected from the following:

- a) at least one Objective Cue providing informative, coffee-related data;
- b) at least one Abstract Lifestyle/Personality Cue utilizing depictions of physical objects or props that vary among at least two classifications; and
- c) optionally, one or more Physical Cues, that vary among at least two classifications.

56. The method of Claim 53 wherein the self-characterization cues additionally comprise at least two self-characterization cues selected from the following:
- a) at least two Objective Cues;
 - b) optionally, one or more Abstract Lifestyle/Personality Cues that vary among at least two classifications; and
 - c) optionally, one or more Physical Cues.
57. The method of Claim 55 wherein the Self-Characterization Cues additionally comprise a roast scale.
58. The method of Claim 55 wherein the Self-Characterization Cues additionally comprise a coffee guide.
59. The method of Claim 55 wherein said method additionally comprises at one Abstract Lifestyle/Personality Cue that is Coffee Related.
60. The method of Claim 59 wherein the Abstract Lifestyle/Personality Cue is a coffee cup or mug that varies across at least two classifications.
61. The method of Claim 56 wherein the Objective Cues are a roast scale and a coffee chart/guide.
62. The method of Claim 61 wherein at least one Abstract Lifestyle/Personality Cue is used.
63. The method of Claim 61 wherein said Abstract Lifestyle/Personality Cue is a coffee cup or mug.

64. The method of Claim 53 wherein said representation is fixedly mounted to a shelf display unit.
65. The method of Claim 53 wherein said representation comprises a modified slide-rule type device.
66. The method of Claim 53 wherein said representation comprises a printed chart and accompanying instructions for use.
67. The method of Claim 53 wherein said representation comprises an interactive computer.
68. The method of Claim 53 wherein said representation is on product packaging.